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What is claimed is:

method for reserve-recording, during viewing, a broadcast program, comprising the steps of:

- (a) pre-storing program identification information contained in broadcast programs of broadcast stations;
- (b) selecting reserve-recording with respect to the broadcast program, during viewing of the broadcast program;
- program identification information corresponding to the selected broadcast program among the program identification information pre-stored at step (a); and
- (d) setting reserve-recording data with the program identification information read at step (c).
- 2. The method of claim 1, further comprised of said program identification information containing broadcast titles, broadcast date, time, and channel data on the broadcast program, and said reserve-recording data including channel data, recording date and time which are the same as those contained in the program identification information corresponding to the viewing broadcast program.
 - 3. The method of claim 1, further executed by one of a video cassette recorder and

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a television incorporated with a video cassette recorder.

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- 4. The method of claim 2, further executed by one of a video cassette recorder and a television incorporated with a video cassette recorder.
 - 5. A reserve-recording apparatus, comprising:

a first storage unit for pre-storing program identification information contained in a broadcast signal of each broadcast station;

a key input unit for applying a key input signal for reserve-recording a viewing broadcast program;

a controller for maintaining a current broadcast program when receiving the key input signal from the key input unit, reading the program identification information corresponding to the broadcast program from the first storage unit, and setting reserve-recording information in accordance with read information; and

a second storage unit for storing the reserve-recording information set by the controller.

6. The reserve-recording apparatus of claim 5, further comprised of said controller reading channel data, broadcast date and time contained in the program identification information corresponding to the viewing broadcast program, from the program identification information stored in the first storage unit.

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- 7. The reserve-recording apparatus of claim 5, further embodied in one of a video cassette recorder and a television incorporated with a video cassette recorder.
 - The reserve-recording apparatus of claim 6, further embodied in one of a video cassette recorder and a television incorporated with a video cassette recorder.
 - 9. A method of reserve-recording a broadcast program, comprising the steps of:
 receiving a broadcast signal from a designated broadcast station, via an antenna, and
 extracting program identification information contained in the broadcast signal from said designated
 broadcast station;

storing the program identification information contained in the broadcast signal from said designated broadcast station in a first memory;

determining whether a reserve key signal is input by a user for reserve-recording while the user is viewing the broadcast program;

when the reserve key signal is input by the user, during viewing, recognizing the viewing broadcast program as a broadcast program to be reserve-recorded, and maintaining the viewing of the broadcast program without interruption; and

reading the program identification information corresponding to the broadcast program from the first memory, setting reserve-recording information in accordance with read information, and storing the reserve-recording information in a second memory for reserve-recording.

10. The method of claim 9, further comprised of said program identification information containing broadcast titles, broadcast date, time, and channel data on the broadcast program, and said reserve-recording data including channel data, recording date and time which are the same as those contained in the program identification information corresponding to the viewing broadcast program.

- The method of claim 9, further executed by one of a video cassette recorder and a television incorporated with a video cassette recorder.
- 12. The method of claim 10, further executed by one of a video cassette recorder and a television incorporated with a video cassette recorder.

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